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APPLICANT : PENTEL KK;

INVENTOR : KATO AKIMITSU;

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TITLE : WATER BASE FLUORESCENT PIGMENT COMPOSITION

ABSTRACT : PROBLEM TO BE SOLVED: To obtain a water base fluorescent pigment composition without thickening even stored at a high temperature and useful as a water-resistant poster color, etc., by containing an acrylic resin-based fluorescent pigment, an acrylic ester-based emulsion and water.

SOLUTION: This composition contains (A) an acrylic resin-based fluorescent pigment, (B) an acrylic ester-based emulsion [e.g. an emulsion of a copolymer of an ester such as butyl methacrylate or a (meth)acrylate] and (C) water. As the component A, a composition obtained by mixing a pigment having strong fluorescence such as C.I. basic yellow 44 into a styrene-acrylonitrile-based copolymer is exemplified. Preferably, 10-40wt.% of the component A and 5-30wt.% of a solid fraction of the component B are mixed to the whole amount of the objective composition. A body pigment such as silicone oxide or an organic solvent such as sorbitol can be mixed in the composition, as necessary. A thickener such as carboxymethyl cellulose in an amount of 0.05-2wt.% based on the whole weight of the composition may be mixed.

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